

City Profile

San Diego at a Glance

With a total population of approximately 1.4 million as of January 1, 2010, the City of San Diego is the eighth largest city in the nation and the second largest city in California. The City's population has grown by approximately 13 percent between 2000 and 2010 for an average increase of 15,276 annually.

Quality of Life

A major factor contributing to San Diego's growth is the quality of life. Named "America's Finest City," the City of San Diego is best known for its ideal climate, beautiful beaches, and array of world-class family attractions. The City covers 342.5 square miles and stretches nearly 40 miles from north to south. There are 93 miles of shoreline including bays, lagoons and the Pacific Ocean. The topography is mostly composed of mesas intersected by canyons with elevations ranging from sea level to 600 feet. High points include Mt. Soledad in La Jolla and Cowles Mountain in the eastern part of the City which is nearly 1,600 feet high. Summer high temperatures average in the low 70's near the beach areas to mid to upper 80's in the inland areas. Rainfall averages only 10 inches per year.

Center for Education & Research

San Diego is also a center for education and research, with both public and private colleges and universities. The University of California at San Diego (UCSD), San Diego State University (SDSU), and the University of San Diego (USD) are three major universities in the City. The City is served by many community colleges offering academic courses and vocational training, with the vocational courses often customized to meet the special needs of area employers. Within the San Diego Unified School District, there are 225 public schools including 119 elementary schools, 37 charter schools, and 69 middle, high school, and atypical schools.

Economic Diversity

The City's economic base, which in the past was reliant on federal defense spending, has undergone a transformation in recent years. A result of this transformation is a new economic foundation that is not solely based on defense spending, but includes an increase in international trade, high-tech manufacturing and research, public and private higher education, and a strong tourism industry. The City also benefits from a stable economic foundation composed of basic manufacturing, health services, and local government.

International Trade

San Diego's emergence as a center for international trade is partially due to the Port of San Diego. The Port of San Diego offers world class maritime facilities built around one of the world's great natural harbors. International trade activity has also been helped by the City's immediate proximity to Mexico, a major U.S. trading partner. Mexico's rapidly growing economy is dependent on U.S. manufactured products to support development of its new industrial base. Reflecting the San Diego-Mexico connection is the rapid growth of the City's industrial complex located in the Otay Mesa area next to the international border. Many of these facilities are twin plants, or maquiladoras, with operations both in the U.S. and Mexico. The recognition of Tijuana as a sister city and the execution of a joint memorandum of understanding between the cities' two mayors is symbolic of an increasing economic interdependence between the cities.

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According to the California Department of Finance, exports passing through the San Diego Customs District in 2009 totaled approximately \$14.0 billion, a 15.7 percent decrease over the 2008 total exports of approximately \$16.6 billion. In 2009, San Diego Custom District imports totaled \$30.4 billion, an 18.5 percent decrease over the 2008 total imports of approximately \$37.4 billion. Imports and exports total \$44.4 billion within the San Diego Customs District in 2009.

Tourism

According to the San Diego Convention and Visitor Bureau, San Diego is considered one of the top five leisure vacation destinations in the U.S. and a top 10 business destination. Visitors come from all over the world to experience San Diego's great weather, miles of sandy beaches, and special attractions. San Diego is most notably known for the world-renowned San Diego Zoo, San Diego Wild Animal Park, and Sea World. However, San Diego also offers other activities for visitors seeking a more cultural and recreational experience. For example, Balboa Park, a 100-acre park with approximately 14 million people visiting the park each year, offers a wide variety of museums, various gardens, arts, and international cultural associations. In addition, San Diego's Downtown's historic Gaslamp Quarter offers premier shopping, dining, and entertainment experience with over 100 restaurants, bars, nightclubs and lounges, and countless boutiques, art galleries and shops to peruse.

San Diego is also home to Comic Con International, an expo showcasing comic books, science fiction/fantasy, film/television, and other pop culture elements. The four-day expo, beginning in San Diego in 1970, has an annual attendance of approximately 126,000 and had a total economic impact of approximately \$163.0 million on the City in 2008. The Convention Center is one of San Diego's strongest economic engines.

The Convention Center has generated over \$18.0 billion in economic impact since opening in 1989 and continues to support about 12,500 jobs county-wide. In Fiscal Year 2009, the Center hosted 248 events that generated \$1.2 billion in regional economic impact and \$21.0 million in hotel room and sales tax revenues.

Major Events

Besides the many permanent attractions available to visitors, San Diego has also been the host to several major sporting events. San Diego is considered one of the top golf destinations in the world and is home to the annual Buick Invitational. In addition, two years ago San Diego hosted the 2008 U.S. Open at Torrey Pines bringing in millions of dollars to the local economy.

The City has also hosted three Super Bowl games, the 1992 Major League Baseball All-Star Game, the 1998 Major League Baseball World Series, the 1999 Major League Soccer All-Star Game, and the 1992 America's Cup. The City was also the proud host of the 1996 Republican National Convention. San Diego is home to the MCAS Miramar Air Show, an air show featuring civilian and military aircraft with a demonstration by the legendary Blue Angels. In 2007, the Miramar Air Show was voted the "World's Best Military Air Show" by the International Council of Air Shows.

Transportation

Underlying all components of the San Diego economy is a modern and well-maintained transportation system. This complex system of freeways and surface streets makes it possible to go from one end of the City to the other in less than 30 minutes. Passage in and out of the region is provided by four major freeways running north and south, and four freeways running east and west. San Diego is served by the San Diego International Airport at Lindbergh Field, a major commercial

airport that serves about 18 million people each year and brings approximately \$10.0 billion in revenue to the region.

Besides its system of freeways and surface streets, the City, in cooperation with the San Diego Metropolitan Transit Development Board (MTDB), has established a light-rail system that connects San Diego's downtown with outlying communities in the eastern and southern portions of the county. A 43-mile Coaster Commuter rail line from Oceanside to downtown San Diego came into service in 1995. This line links communities along the coast from Oceanside to Del Mar with downtown San Diego and is operated by the North County Transit District.

The Coaster and Amtrak trains provide passenger rail service to the City along the coastal rail corridor. Passenger and freight trains also share the predominately single-track corridor. The Coaster provides commuter rail service between Oceanside and Downtown San Diego with stations in the City at Sorrento Valley, Old Town, and the Santa Fe Depot. Amtrak provides intercity passenger rail service from Downtown San Diego to Los Angeles, and north to San Luis Obispo, which is the second most heavily traveled intercity passenger rail corridor in the nation.

The City's high quality of life, educational opportunities, and diversified economy will enable San Diego to continue in its role as a regional and national leader in the 21st Century.

Basic Data

General Information ¹	
Population (California Department of Finance; estimated as of January 1, 2010)	1,376,173
Median Age (SANDAG, 2009 Estimate)	35.4
Housing Units (estimated as of January 1, 2010)	514,554
Median Household Income (SANDAG; 2009 estimate; current dollars)	\$70,149
Ethnicity-Persons (SANDAG; 2009 Estimates)	
Total	100%
Hispanic	28%
Non-Hispanic	72%
White	45%
Black	7%
American Indian	< 1%
Asian	15%
Hawaiian & Pacific Islander	< 1%
Other	< 1%
Multi-Racial	4%
Area of City (square miles; as of 2009)	342.5
Land Use (City of San Diego; as of May 2006):	
Agriculture	3%
Commercial Employment, Retail, and Services	4%
Industrial Employment	4%
Institutional, Public and Semi-Public Facilities	17%
Park, Open Space, and Recreation	28%
Residential	24%

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General Information ¹	
Roadways, Freeways, Transportation Facilities	14%
Water Bodies	3%
Vacant	4%
Miles of Streets and Alleys	3,045
Miles of Sidewalk	5,000
Park Land (acres; excluding water acres)	39,737
Regional Parks (acres; Balboa Park, Mission Bay, and Mission Regional Trails)	11,672
Major Open Space Parks (acres; Black Mountain Park, Los Penasquitos Canyon Preserve, Otay Valley Regional Park, San Pasqual, and Tri-Canyon Open Space Parks)	9,881
Number of Recreation Centers	55
Number of Libraries (2009 estimate)	36
Library Books and Audio-Visual Materials (2009 estimate)	3,742,223
Tons of Refuse Collected	341,700
Tons of Refuse Disposed	900,00

1. Through June 30, 2010, unless otherwise noted.

Public Safety ¹	
Fire Equipment	
Number of Fire Stations	47
Pumpers	47
Aerial Ladder and Elevated Platform Trucks	13
Crash Rescue (Airport)	6
Brush Rigs	11
Water Tenders	2
Fire Hydrants (2009 Estimate)	25,023
Lifeguard Equipment	
4-wheel Drive Vehicles	34
Surf Rescue Patrol Vessels	7
Fire Boats	2
Personal Watercraft for Rescue and Patrol	10
Multi-Purpose Emergency Rescue Vehicle (MERV)	1
All Terrain Vehicle	8
Police Equipment:	
Police Vehicles	1,229
Motorcycles and Scooters	125
Horses	10
Dogs	27
Aircraft	6
Police Stations	10

1. Through June 30, 2010, unless otherwise noted.

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Water Department and Metropolitan Wastewater ¹	
Miles of Water Mains	3,148
Number of Meters in Service	276,711
Total City Water Consumption, including South Bay Area (Millions of Gallons)	62,989
Number of Impounding Dams and Reservoirs	9
Number of Water Treatment Plants	3
Miles of Municipal Sewer Mains	2,991
Millions of Gallons of Sewage Treated Per Day	166

1. Through June 30, 2010, unless otherwise noted.



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